

POSITION TITLE: Communications & Public Affairs Director (Ordinance Title: Executive 2)

Who May Apply Direct: All applicants who meet the requirements stated below.

Unit/Location: Office of the Superintendent

Primary Duties: Provides strategic leadership for external and internal communications, media and public relations. This position gives focus to the overall goals and objectives of City Light and communicates them to customers. It plays a significant role defining and explaining the strategic direction of the utility to customers, regulators, interest groups and elected officials. Creates support for the Utility's long term strategic direction through education, advocacy and outreach. The position coordinates and organizes the many voices within the Utility into a consistent and effective single voice. This position is responsible for a budget of approximately \$2.3 million. Decisions involve broad organizational issues that affect substantial policy and financial commitments of the Utility and the city. This position helps define City Light's relationships with its customers and citizens and increases the awareness of the public about City Light's stewardship of its natural and built environments. Frequently represents the Utility in the media and before the public.

Key responsibilities and deliverables include, but are not limited to:

- Leads the development of strategies, plans, and programs directed to internal and external audiences that result in high quality, timely and consistent dissemination of information about Seattle City Light.
- Provides oversight for development and implementation of policies and tactics that create support for utility programs, products and ideas. Supports the public safety obligations utility, city and state leaders during times natural disasters.
- Coordinates the release of utility information during periods of normal service interruptions.
- Provides oversight for the planning, development and management of external media relations through needs anticipation, effective relationship building, and timely communications about public issues.
- Provides oversight for the development, content creation and publication of internal publications to employees so that they are knowledgeable of the organization's mission and the environment in which it must operate and aware of the activities of their colleagues.
- Oversees and directs the consistency and coherence of messages to employees, fosters and supports two-way communication model throughout the organization.
- Provides oversight to educational programs for schools, community groups, customers and associations that lead to the support of products and ideas.
- Provides oversight for the Skagit Tours program.

Required Qualifications: A Bachelor's degree in liberal arts, communications or business administration or related field is required. Substantial management and leadership experience in a communications, media, public relations or related area of responsibility typically gained through 10 or more years progressively responsible assignments; at least 7 of which were as a manager or supervisor in a large, complex multicultural and diverse organization. Demonstrable knowledge of communications and relationship building methodologies, federal and state regulations regarding the power generation industry, and environmental and public agencies. Skilled in writing, public speaking and presenting information to diverse groups, providing effective advice and counsel on strategic communication issues, identifying and managing highly sensitive issues, effective management of media relationships, understanding of technical information and translating it to non-technical audiences, and using web and internet technology. Actively promote, support and manage key strategic Citywide initiatives including those related to fair and equal employment, diversity and justice in the workplace. Successful candidates must demonstrate their commitment to and involvement in activities that create and sustain a workforce free of racism and discrimination and that values multiculturalism and diversity as a workforce and community asset.

Desired Qualifications: Master's degree and Utility experience preferred. Knowledge of public sector organizational practices, including labor relations. Skilled in managing shifting priorities with very little direction, recruiting and managing a multicultural and diverse staff that possess various skills. Ability to foster and model effective customer service coach, counsel and develop employees, including those of different racial, cultural and demographic backgrounds. Ability to provide management direction in an environment of change, willingness to make difficult and challenging decisions, provide clear expectations and directions, foster creativity and problem-solving, and perform the physical requirements and essential functions of the job.

Position Requirements: A security clearance and background check may be required.

How to Apply: Submit a current resume and cover letter to [SCL Job Portal](#). This position is open until filled. The City is an Equal Opportunity Employer that values diversity in the workforce.

[Click Here for Full Job Description](#)